

Economic uncertainty prompts suspension of Graphics' funds

By LARRY TUPLER
Staff Writer

Prodded by what many persons have termed long-standing 'uncertainty' over the economic viability of Student Graphics, Inc., the summer Media Board voted last week to suspend Graphics' budget, effective June 30.

Bill Moss, president of Student Government (SG), corroborates Turner on these points, stating, "Student Graphics is incapable of making a large enough profit to maintain itself."

A large part of both Turner's and Moss' evidence comes from a report compiled by Gregory M. Kapfer, an MBA candidate at UNC.

In his report Kapfer states that though

Kapfer concludes his report with the prognosis that Student Graphics is incapable of maintaining a profit in the long run.

In response to the claims of Turner, Moss and Kapfer, Steve Gould, general manager of Graphics, claims that the Media Board has been callous in its handling of the situation.

"There are actual real-life people whose lives are affected by the actions of the board," Gould said. "They have not been taken into consideration."

Gould further said that he was not consulted by the Board before they made the funds decision last week. He feels there has been "a strange undercurrent of happenings" in the situation. He cites the fact that in April the regular Media Board resolved to extend Graphics' services for another year, but that the present summer Media Board rescinded suddenly on its April commitment. Gould questions the summer Board's power to alter the policies of the regular Board.

Moss said Tuesday that Gould was not consulted about incorporation under UPD because "there was a lot of sentiment in the Media Board not to keep Steve Gould (as manager of Graphics). Also, if you already know how your management feels, why go through the formality of asking?"

In response to Gould's allegation that



Bill Moss

Moss and his board appointees contravened the Media Board's April decision, Moss said he was unaware of the April meeting.

Moss also says that since Graphics' fiscal year extends from July 1 to June 30, the summer Board has the power to suspend Graphics' funds.

Gould has said that Kapfer did not talk to him personally about management in compiling the Graphics report, but rather took up the history of Graphics prior to Gould's arrival as manager. Gould maintains that since that time, "far from not being economically viable, Student Graphics has made a profit, which is what we're supposed to do, while at the same time providing service that the students need."

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"... Graphics is a pain."

—Patti Turner
Media Board Chairperson

The Board also opened negotiations with University Printing and Duplicating (UPD) to discuss the UPD's subsumption of Graphics' services in the near future.

According to Patti Turner, chairperson of the Media Board, the decision to freeze Graphics' funds was reached because Graphics has long been operating in the red. She cited a lack of operating guidelines, accounting problems and inadequate support from Campus Governing Council (CGC).

"We (the Media Board) have given them (Graphics) almost \$10,000 in loans this past year," she said, and added, "Graphics is a pain."

Graphics resolved at its inception in 1971 "not only to be self-supporting, but... to combine with other Student Government services to eliminate student fees," such has failed to occur.

Kapfer adds that the failure stems from:

- a lack of leadership and planning within Graphics;
- the presence of alternative printing establishments in this area;
- deficient knowledge of business and accounting procedures on the part of Graphics' management, and
- high turnover rates in Graphics' board of directors, CGC and other groups to which Graphics is accountable.

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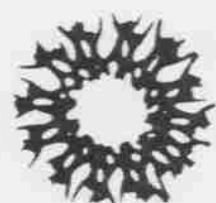
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